

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANIES, INC.

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New National Smoker Study: “Glad I Did It.”



Former high tar smokers report "no regrets" in switch to low tar MERIT.

Read what former high tar smokers had to say about their switch to MERIT in a new, nationwide research effort.

Confirmed: 85% of MERIT smokers say it was an "easy switch" from high tar brands.

Confirmed: Overwhelming majority of MERIT smokers say their former high tar brands weren't missed!

Confirmed: 9 out of 10 MERIT smokers not considering other brands.

And in research conducted among high tar smokers who taste-tested MERIT against leading high tar brands:

Confirmed: Majority of high tar smokers

rate MERIT taste equal to—or better than—leading high tar cigarettes tested.¹ Cigarettes having up to twice the tar.

Confirmed: Majority of high tar smokers confirm taste satisfaction of low tar MERIT.

First Major Alternative To High Tar Smoking

MERIT has proven conclusively that it not only delivers the flavor of high tar brands—but continues to satisfy!

This ability to satisfy over long periods of time could be the most important evidence to date that MERIT is what it claims to be: The first real alternative for high tar smokers.

Kings: Avg. "tar": 0.6 mg nicotine—
100's: 11 mg "tar"; 0.7 mg nicotine av. per cigarette. FTC Report May '78

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

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MERIT
Kings & 100's

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